



Example of Junior Planner Job Description

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Our company is looking to fill the role of junior planner. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for junior planner

- Hold a key role in the IT Planning process in terms of documents preparation, data gathering and meetings
- Keep track of the process status and updates
- Master the IT investments and costs collection and analysis
- Drive the IT systems that support the IT Planning process
- Support the Manager and Planner in the development and implementation of media plans as well campaign analysis and buy stewardship
- Compile and oversee monthly media schedules from the merchant organization
- Own the management of ads within the internal ad system
- Work with the project planners to facilitate monthly turn in's for print and broadcast media
- Manage the creative process for digital display media campaigns including creative brief submissions, creative approvals, and updating the campaign status document
- Update and maintain monthly paid media reporting and campaign recaps

Qualifications for junior planner

- Very good command of written English, good command of spoken English
- Monitor and maintain rates from external media partners
- Assist in the RFP process and development of media campaigns

- Preparing the team for external meetings/calls with pre & post meeting overviews
- Become the day-to-day liaison to the internal merchant, creative/production, finance teams and external media contacts
- Participate and play an active role in team brainstorming sessions